

Strategic Integration of Innovative Technologies: Shaping the Future of Hybrid Events

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บทคัดย่อ

ภาพรวมของการตลาดอีเวนต์ได้รับการเปลี่ยนแปลงครั้งใหญ่ตั้งแต่เกิด
การแพร่ระบาดของโควิด19 ซึ่งนำไปสู่การเพิ่มอีเวนต์แบบผสมผสานที่ผสมผสานมิติ
ทั้งแบบตัวต่อตัวและแบบเสมือนเข้าด้วยกัน งานวิจัยนี้สำรวจ “การบูรณาการเชิง
กลยุทธ์ของเทคโนโลยีนวัตกรรม: รูปแบบการจัดงานแบบไฮบริดอีเวนต์ในอนาคต”
ที่เจาะลึกถึงข้อได้เปรียบของกิจกรรมไฮบริดอีเวนต์ กลยุทธ์การตลาดเชิงปฏิบัติ
การรวบรวมข้อมูล และบทบาทสำคัญของเทคโนโลยี โดยวัตถุประสงค์ของงานวิจัย
มีการประเมินประสิทธิผลของกลยุทธ์การจัดไฮบริดอีเวนต์ รูปแบบการบูรณาการ
ที่เหมาะสม การพิจารณาการมีส่วนร่วมของผู้ชมอย่างละเอียด และการคาดการณ์
แนวโน้มในอนาคต ซึ่งวิเคราะห์ทั้งจากแหล่งข้อมูลปฐมภูมิของการสำรวจความพึงพอใจ
ของผู้เข้าร่วมงานแบบไฮบริดอีเวนต์ และแหล่งข้อมูลทุติยภูมิที่เป็นรายงานของ
ภาคอุตสาหกรรมและวรรณกรรมทางวิชาการร่วมด้วย โดยสรุป งานวิจัยนี้ได้นำเสนอ
ภาพรวมที่ครอบคลุมกลยุทธ์การตลาดจัดงานแบบไฮบริดอีเวนต์ โดยมีข้อมูลเชิง
ลึกที่เป็นประโยชน์เพื่อเป็นแนวทางที่มีประสิทธิภาพต่อการเปลี่ยนแปลงอย่างต่อเนื่อง

คำสำคัญ: การตลาดอีเวนต์, การจัดงานแบบไฮบริดอีเวนต์, Covid-19, การมีส่วนร่วม
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Abstract

The landscape of event marketing underwent a transformative shift amidst the COVID-19 pandemic, leading to a surge in hybrid events combining in-person and virtual dimensions. This research explores “Strategic Integration of Innovative Technologies: Shaping the Future of Hybrid Events” delving into hybrid event advantages, pragmatic marketing strategies, data collection, and technology’s pivotal role. Objectives include evaluating strategy effectiveness, identifying optimal integration, scrutinizing audience engagement, and forecasting trends. Leveraging primary survey data and secondary sources, including industry reports and academic literature, the findings highlight participant satisfaction and suggest continued evolution. In conclusion, the paper offers a comprehensive overview of hybrid event marketing strategies, providing practical insights and recommendations for navigating the ever-evolving landscape.

Keywords: event marketing, hybrid events, Covid-19, audience engagement, digital marketing

Introduction

The COVID-19 pandemic has transformed the landscape of event marketing, prompting a significant shift towards hybrid events (Sherinatasha Firmansyaharani, Syifa Younna, Vanessa Vanessa, Any Noor, 2022). As restrictions on in-person gatherings became necessary to curb the spread of the virus, event organizers had to adapt swiftly to continue engaging their audiences. Hybrid events, which combine both in-person and virtual elements, emerged as a powerful strategy to navigate the uncertainties of the pandemic while maintaining effective audience engagement (Dr. Sheetal Mahendher, Akshita Sharma, Pragya Chhibber, Aman Hans, 2021).

This research explores the concept of “Strategic Integration of Innovative Technologies: Shaping the Future of Hybrid Events.” The researcher will examine into the key components of successful hybrid event marketing, showcasing how this approach enables businesses and organizations to reach a wider audience, drive brand awareness, generate leads, and foster meaningful connections in the new normal (Rakhman Priyatmoko, Tatang Rusata, 2022).

In the first section, the researcher will study the benefits of hybrid events, such as their adaptability and wider reach (Refiloe Julia Lekgau, Tembi Maloney Tichaawa, 2022). The discussion will shed light on how the integration of in-person

and virtual experiences provides event organizers with the flexibility to pivot their strategies according to the prevailing health and safety measures.

The second section will delve into practical hybrid event marketing strategies that have proven effective during the pandemic (MuhammadSabiq, Asriandi, 2021). From content delivery and interactive features to leveraging technology for seamless engagement, the researcher will explore the best practices to ensure attendees remain captivated and invested throughout the event.

Furthermore, the researcher will address the significance of data collection and analytics in the third section. Understanding attendee behavior, preferences, and engagement levels empowers event organizers to refine their strategies and enhance future event planning.

Research Objectives

The researcher proposed research objectives to determine how to implement the “Strategic Integration of Innovative Technologies: Shaping the Future of Hybrid Events” and obtain corresponding results.

1. Assess the Effectiveness of Hybrid Event Marketing Strategies

Investigate and evaluate the various hybrid event marketing strategies used by organizations during the Covid-19 pandemic. Analyze their impact on audience engagement, brand visibility, lead generation, and overall event success.

2. Identify Optimal Integration of Virtual and In-Person Components

Examine how organizations strike the right balance between virtual and in-person event elements in hybrid events. Investigate factors such as audience preferences, technological feasibility, cost implications, and safety measures to identify the most effective and efficient mix.

3. Analyze Audience Engagement and Experience

Analyze the audience’s perceptions, experiences, and feedback regarding hybrid events during the pandemic. Identify the elements that contributed to high engagement, attendee satisfaction, and meaningful interactions, as well as the pain points and challenges faced during the events.

4. Study the Role of Technology in Hybrid Event Marketing

Investigate the role of technology in facilitating hybrid events during the Covid-19 pandemic. Analyze the effectiveness of virtual event platforms, networking tools, interactive features, and data analytics in enhancing engagement, participation, and event success.

5. Examine Long-Term Implications and Future Trends

Explore the long-term implications of adopting hybrid event marketing strategies beyond the pandemic. Identify potential benefits and drawbacks, assess the sustainability of hybrid events, and anticipate future trends in event marketing, considering both industry-specific and broader societal contexts.

Literature review or research background

Event Marketing

Event marketing refers to a marketing strategy that involves promoting a brand, product, service, or organization through the planning and execution of live events or experiences (Setiawan, Romi; Wibisono, Dermawan; Purwanegara, Mustika Sufiati, 2022). The goal of event marketing is to engage target audiences directly, create meaningful interactions, and leave a lasting impression on attendees.

In event marketing, companies or organizations organize and host events such as trade shows, conferences, product launches, experiential activations, workshops, seminars, concerts, and more. These events are designed to attract and engage the target audience in a way that traditional advertising methods may not achieve (Desak Made Febri Purnama Sari, Sari Dewi Aprialita, 2020).

The key aspects of event marketing include building brand awareness, generating leads, promoting products or services, fostering relationships with customers, conducting market research, creating content, and leveraging social media amplification (Zarotis, George F., 2021). By offering unique and memorable experiences, event marketing helps businesses create personal connections with their audiences and can lead to increased customer loyalty and advocacy.

Event marketing is measurable, and its effectiveness can be evaluated through various metrics such as attendance numbers, social media mentions, lead generation, sales conversions, and return on investment (ROI) (Vipin, Dr. Jain, 2022). It is an essential component of many companies' overall marketing strategies and plays a crucial role in building strong brand-customer relationships.

Strategic Event Planning

Strategic event planning (Sahan Jayawarna, Ravindra Dissanayake, 2019) is the process of carefully developing and implementing a comprehensive plan for hosting an event that aligns with an organization's overall goals and objectives. It involves a systematic approach to creating, organizing, and executing an event

with a clear focus on achieving specific outcomes. Strategic event planning goes beyond just logistical arrangements and considers the broader marketing and business objectives that the event should support.

The main components of strategic event planning include defining clear objectives, understanding the target audience, setting a realistic budget, choosing the right venue, designing an engaging event program and content, creating a comprehensive marketing and promotion plan, managing logistics and operations, emphasizing attendee engagement and interaction, measuring and evaluating the event's success, and considering sustainability and legacy (Vladimir Antchak, Michael Lück, Tomas Pernecky, 2021).

In summary, event marketing is a marketing strategy that uses live events and experiences to promote a brand or business, while strategic event planning is the process of carefully planning and executing events with a focus on achieving specific marketing and business goals. Combining event marketing with strategic event planning allows organizations to maximize the impact of their events and achieve desired outcomes in a purposeful and effective manner (MuhammadSabiq, Asriandi, 2021).

Hybrid Event

A hybrid event (Mahadewi, 2022) is a type of event that combines both in-person and virtual elements. In a hybrid event, some attendees participate physically at a designated venue, while others join remotely through virtual platforms. This format allows for a flexible and inclusive experience, accommodating participants from different locations and time zones.

The role of Hybrid events have gained popularity due to technological advancements, increased internet connectivity, and the need to adapt to changing circumstances (Hussien & Touni, 2022), such as travel restrictions or health concerns. The integration of physical and virtual components enables event organizers to reach a wider audience, offering an engaging experience to those who cannot attend in person (Refiloe Julia Lekgau, Tembi Maloney Tichaawa, 2022).

In a hybrid event, content and activities are accessible to both in-person and virtual attendees. Presentations, conferences, workshops, networking sessions, and more are streamed live or recorded for virtual participants to engage with, ensuring they have a similar event experience to those present at the physical venue (Mahadewi, 2022).

The hybrid event format also allows for interactive features like live polls, Q&A sessions, and virtual networking, facilitating communication and engagement among attendees, regardless of their location. Additionally, data collection and analytics from both sets of participants provide valuable insights to event organizers for analysis and future event improvement (Rakhman Priyatmoko, Tatang Rusata, 2022).

Overall, hybrid events combine the best of in-person and virtual experiences, offering a versatile and impactful way to host gatherings that cater to a diverse and global audience.

Digital Marketing

Digital marketing is a multifaceted and dynamic approach to promoting products, services, or brands using various digital channels and technologies. It has emerged as a crucial component of modern business strategies due to the rapid evolution of the internet and electronic devices (Meryem BOUFIM, Hafid BARKA, 2021). The core objective of digital marketing is to reach and engage with potential customers in a targeted and personalized manner, driving them towards desired actions such as purchases, sign-ups, or brand loyalty.

At its essence, digital marketing capitalizes on the vast and ever-expanding online landscape, where people spend a significant portion of their time. By leveraging this digital ecosystem, businesses can connect with their target audience more effectively, transcending geographical boundaries and reaching a global marketplace.

The arsenal of digital marketing techniques encompasses an array of practices, each tailored to different aspects of consumer behavior and preferences. Online advertising allows businesses to place targeted ads on websites, search engines, and social media platforms, while content marketing involves creating and sharing valuable and relevant content to attract and retain an audience. Employing search engine optimization (SEO) ensures websites rank higher in search engine results, increasing organic traffic and visibility (Mian Muhammad Asim, 2020).

Social media marketing enables businesses to engage with their audience on platforms where they actively interact with content and peers. Additionally, email marketing enables the delivery of personalized messages and promotions, nurturing leads and fostering customer loyalty.

Influencer marketing leverages the clout of influential individuals to endorse products or services, tapping into the trust they have established with their followers.

Affiliate marketing involves partnering with affiliates who promote products or services in exchange for a commission on sales, creating a cost-effective way to reach a broader audience.

Digital marketing also involves meticulously analyzing data and user behavior through analytics and data analysis tools. These insights provide valuable feedback on the performance of marketing campaigns, allowing businesses to make data-driven decisions and refine their strategies for optimal results (Imelda Debby Christina, Fenni Fenni, Devia Roselina, 2019).

As consumer behavior evolves, digital marketing continues to adapt to new trends and technologies. It is a constantly evolving landscape, and businesses must stay agile and innovative to remain competitive in the digital realm (R.LENIN, Dr.P.MANIVANNAN, 2022) . By embracing digital marketing, companies can harness the power of the internet and technology to connect with their audience, build meaningful relationships, and achieve their marketing goals in the digital age.

Audience Engagement

Audience engagement (BROERSMA, 2019) refers to the active and meaningful interaction between a content creator or performer and their audience. It goes beyond mere passive consumption of content, as it involves stimulating interest, sparking emotions, and encouraging participation. In various contexts, such as in marketing, education, entertainment, or public speaking, audience engagement plays a crucial role in ensuring the success of the communication process.

At its core, audience engagement seeks to captivate, involve, and connect with the audience on a deeper level. This can be achieved through diverse means, including compelling storytelling, thought-provoking discussions, interactive presentations, or using multimedia elements like videos and graphics to enhance the experience. A key element of audience engagement is to identify and cater to the specific interests, preferences, and needs of the audience, making the content more relevant and relatable (Manon Koningstein, Shadi Azadegan, 2021).

Effective audience engagement leads to a range of positive outcomes. For businesses, it can result in increased brand loyalty, customer retention, and ultimately, higher sales. In educational settings, engaged learners are more likely to retain information and apply what they've learned. In the world of entertainment, engaged audiences can turn casual viewers into devoted fans, driving success for artists and creators. Furthermore, audience engagement is not confined to in-person

interactions. With the advent of digital platforms and social media, it has extended to virtual spaces as well. Social media platforms, live streams, and online forums offer new opportunities to connect with audiences across the globe, fostering a sense of community and building lasting relationships (Tomasz Szmuda, Mohammad Talha Syed, Akshita Singh, Shan Ali, Cathrine Özdemir, Paweł Słoniewski, 2020).

To achieve successful audience engagement, content creators and presenters must be authentic, approachable, and responsive. Active listening and adapting to feedback are essential to continuously improve and tailor content to meet the evolving expectations of the audience.

In conclusion, audience engagement is about creating a two-way street of communication, fostering connections, and leaving a lasting impact on the audience, resulting in a mutually beneficial relationship for both content creators and their audiences (Belair-Gagnon, 2019).

Methodology

For the methodology of this research, the researcher conducted the research by employing a combination of primary and secondary data sources in data collection (Sileyew, 2019), which proved to be immensely valuable. Primary data is original and collected firsthand through surveys while secondary data is existing information gathered from sources like literature, databases, or previous studies.

This approach provides several benefits. Firstly, using both types of data enhances the research's comprehensiveness and depth. Primary data allows researcher to address specific research questions tailored to their study, while secondary data offers broader context and historical perspectives. Secondly, it saves time and resources by utilizing existing data, making research more efficient. Moreover, triangulation of data sources enhances the study's credibility and validity, as corroborating findings from different sources strengthens conclusions.

In conclusion, combining primary and secondary data sources in a research paper allows for a well-rounded investigation, increasing the overall quality and reliability of the study (Sileyew, 2019) .

Primary Data Collection

The primary data collection method for this research on “Strategic Integration of Innovative Technologies: Shaping the Future of Hybrid Events” involved surveys, which were valuable for gathering quantitative data and insights. Surveys offered a

structured and systematic approach to collecting information from a large number of respondents, including event organizers, special guest speakers, and attendees. This allowed the researcher to quantify trends, preferences, and opinions related to hybrid event. The researcher collected data from the 1st International Media Forum Event, a hybrid event held on 23rd September 2021 and organized by the Communication Art Program at Stamford International University (Thailand). Consequently, the researcher took the necessary steps to provide the results with the following details (Sileyew, 2019).

- Survey Design: To ensure the effectiveness of the survey, researcher carefully designed the questionnaire. It included a mix of closed-ended and open-ended questions to capture both quantitative data (e.g., ratings, preferences, frequency) and qualitative insights (e.g., comments, suggestions, challenges).

- Participant Selection: Researcher targeted a diverse pool of participants who had experience with hybrid events during the pandemic. This included event organizers, guest speakers and attendees who had engaged in virtual and hybrid events.

- Quantitative Insights: Surveys provided numerical data that was analyzed using statistical techniques. Researcher calculated averages, correlations, and percentages to quantify the level of engagement, effectiveness of strategies, and preferences of participants.

- Comparative Analysis: Surveys allowed researcher to compare responses across different groups, such as comparing the perspectives of event organizers to that of attendees. This comparative analysis helped in understanding potential discrepancies and different viewpoints.

- Efficiency and Convenience: Surveys were distributed electronically, making them a time-efficient and convenient method for data collection. Online surveys enabled researcher to reach a geographically diverse audience quickly.

- Uncovering Preferences and Challenges: Researcher inquired about attendee preferences for engagement activities, content formats, and event experiences. Additionally, surveys identified the challenges faced by event organizers in marketing hybrid events effectively.

- Data Validation: Researcher used survey responses to validate or corroborate findings from other data sources, such as secondary data from industry reports or academic papers.

To ensure the success of surveys, researcher paid attention to the clarity of questions, considered the target audience's perspective, and maintained anonymity and confidentiality. By using surveys as a primary data collection method, researcher gathered quantifiable insights that contributed to evidence-based recommendations for enhancing engagement in hybrid events during the Covid-19 pandemic.

Secondary data collection

The researcher gathered secondary data from industry reports and a book authored by Mr. Kreingkrai Kanjanapokin (CEO of Index Creative Village Company, www.indexcreativevillage.com) titled Hybrid event marketing :when digital and event become one,' which proved to be a valuable resource for investigating 'Strategic Integration of Innovative Technologies: Shaping the Future of Hybrid Events.'

The industry reports and the book presented comprehensive data, including information from event organizers, attendees, and marketing professionals, revealing current trends, pandemic-related challenges faced by planners, and the effectiveness of marketing tactics. Real-world case studies highlighted successful hybrid events and the strategies driving audience engagement. Moreover, the industry book explored audience behavior in virtual and hybrid events, shedding light on attendee preferences, engagement patterns, and factors influencing participation. By leveraging secondary data from industry reports and the book, researcher enriched their understanding of hybrid event marketing during the pandemic, complementing primary research informing practical, data-driven recommendations for event organizers and marketers. However, researcher acknowledged the need for credible and up-to-date sources, ensuring proper citation to maintain research integrity and reliability (Sileyew, 2019).

Besides that academic papers provided a valuable source of secondary data for researchers who explored "Strategic Integration of Innovative Technologies: Shaping the Future of Hybrid Events." These papers, authored by scholars and researchers, offered in-depth analysis, theoretical frameworks, and empirical findings related to various aspects of hybrid events and audience engagement during the pandemic. One crucial area covered by academic papers was audience behavior and preferences in virtual and hybrid event settings. These studies delved into attendee motivations, interests, and interactive behaviors during online events. Understanding these factors helped researcher identify effective engagement strategies and tailored marketing efforts to resonate with diverse audiences.

Academic research also delved into the impact of the Covid-19 pandemic on the events industry. Scholars examined the challenges faced by event organizers and marketers, as well as the innovative solutions adopted to ensure seamless engagement during a time of social distancing and travel restrictions. These insights informed event planners on the evolving landscape and the need for flexible marketing strategies.

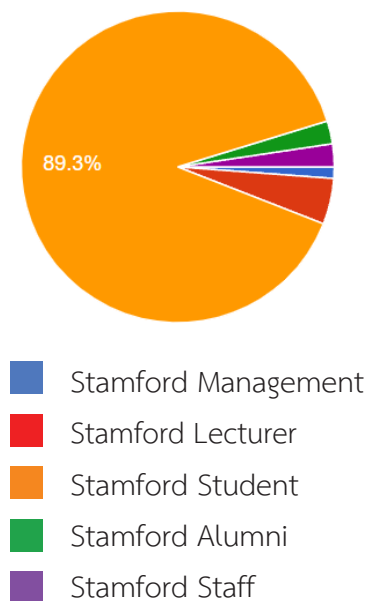
Moreover, academic papers often included case studies of successful hybrid events conducted during the pandemic. These case studies offered practical examples of how different marketing strategies were employed to achieve high levels of engagement and participant satisfaction. Researcher drew inspiration from these real-world examples and adapted successful tactics to their study.

Furthermore, academic research addressed the role of technology and social media in hybrid event marketing. Scholars explored the integration of various virtual event platforms, interactive tools, and social media channels to create immersive experiences and foster audience interaction.

To ensure the reliability and credibility of the secondary data gathered from academic papers, researcher focused on using peer-reviewed journals and reputable sources. Scrutinizing the methodology and results of each study was essential to extract accurate and relevant information for the research topic. Properly cited and referenced the academic papers was critical to give credit to the original authors and maintain academic integrity (Sileyew, 2019). Overall, leveraging secondary data from academic papers enriched the study on hybrid event marketing strategies, providing evidence-based insights and contributing to the formulation of effective engagement approaches during the Covid-19 pandemic.

Results and discussion

The researcher collected survey data as the primary data from the participants who were guest speakers, lecturers, alumni and the current students attending the 1st International Media Forum Event. The hybrid event was held on 23rd September 2021 & was organized by the Communication Art Program at Stamford International University (Thailand). The event received positive feedback from attendees, who comprised Stamford management, lecturers, students, alumni, professionals in the media industry.



Picture 1: There were a total of 84 participants in the event.

The data represents the types of audiences who attended the event. There were a total of 84 participants in the event (Picture 1), and they were categorized into different audience types of each group at the event. The data is presented in a tabular format, providing information on the frequency and percentage distribution of each audience type.

The audience types were as follows:

1. Stamford Management: One participant, accounting for 1.2% of the total attendees, was identified as a member of the Stamford management.
2. Stamford Lecturer: Three participants, making up 3.6% of the total attendees, were categorized as Stamford lecturers.

3. Stamford Student: The majority of the attendees, comprising 76 participants, or 90.5% of the total, were Stamford students. These were individuals currently enrolled as students at Stamford.

4. Stamford Alumni: Two participants, representing 2.4% of the total attendees, were classified as Stamford alumni. These were former students who had graduated from the University.

5. Other: Two participants, accounting for 2.4% of the total, were categorized as "Other." This category may have included individuals who were not directly affiliated with Stamford but attended the event for various reasons.

The researcher asked the participants in the questionnaire about their experience with the hybrid event, specifically focusing on its interactivity with audiences. The attendees provided their responses, which served as the data for Table 1.

Table 1: The information focused on participants' experience with the hybrid event, specifically on its interactivity with audiences.

	Frequency	Percent	Valid	Percent
Valid	Strongly disagree	1	1.2	1.2
	Disagree	4	4.8	4.8
	Neutral	15	17.9	17.9
	Agree	30	35.7	35.7
	Strongly agree	34	40.4	40.4
	Total	84	100.0	100.0

Based on the data presented, a significant majority of the attendees (76.1%) found the hybrid event to be interactive. Among the participants, 40.4% strongly agreed that the event was very interactive, while an additional 35.7% agreed with the statement. A smaller percentage (17.9%) remained neutral about the event's interactivity, and only a combined 6% either disagreed (4.8%) or strongly disagreed (1.2%) with the level of interactivity offered during the hybrid event. Overall, the data suggests that the majority of attendees perceived the event as interactive, indicating that the event successfully engaged and involved participants in meaningful ways.

The researcher asked the participants in the questionnaire about the event planning and technology (Live Streaming) used during the hybrid event. The attendees provided their responses, which served as the data for the study for table 2.

Table 2: The information surveyed about the event planning and technology (Live Streaming) used during the hybrid event.

	Frequency	Percent	Valid	Percent
Valid	Strongly disagree	1	1.2	1.2
	Neutral	13	15.5	15.5
	Agree	32	38.1	38.1
	Strongly agree	38	45.2	45.4
	Total	84	100.0	100.0

The majority of the participants (83.3% - the combined percentage of “Agree” and “Strongly agree”) showed a positive attitude towards the use of Live Streaming technology during the hybrid event.

The researcher surveyed the participants using a questionnaire to gauge their overall satisfaction with the hybrid event, focusing on aspects such as timing, knowledge from the speakers, and the provided materials. The attendees’ responses served as the data for Table 3 in the study.

Table 3: The information focused about overall satisfaction with the hybrid event, focusing on aspects such as timing, knowledge from the speakers, and the provided materials.

	Frequency	Percent	Valid	Percent
Valid	Strongly disagree	1	1.2	1.2
	Disagree	1	1.2	1.2
	Neutral	8	9.5	9.5
	Agree	26	31.0	31.0
	Strongly agree	48	57.1	57.1
	Total	84	100.0	100.0

The majority of participants (57.1%) strongly agreed that they were satisfied with the hybrid event. Additionally, 31.0% agreed with the event’s overall satisfaction. However, a small percentage of participants (1.2%) both strongly disagreed and disagreed with their satisfaction. Furthermore, 9.5% of participants expressed a neutral stance.

Additionally, open comments by the participants of the 1st International Media Forum were highly successful and engaging, thanks to commendable event planning. The inclusion of Q&A sessions with guest speakers provided valuable insights from media professionals, effectively covering evolving trends. The choice of topics and diverse lineup of speakers, including the impact of COVID-19, appealed to attendees, creating a platform for interactions and learning.

- Technology played a crucial role in the event's success, as virtual platforms facilitated direct interactions with expert speakers. The live and unscripted format enhanced audience engagement, although there were some internet stability issues for some participants.

- Audience engagement was a key aspect, with Q&A sessions and interactions with speakers being well-received. The international aspect broadened attendees' perspectives, but some desired deeper discussions for future events.

- The hybrid format successfully blended in-person and virtual experiences, reaching a wider audience.

- The seamless virtual experience ensured remote participants felt included in discussions and didn't miss important content.

Overall, the 1st International Media Forum showcased the potential of hybrid events to provide valuable insights and knowledge regardless of participants' physical location.

Based on the results of the secondary data such as industry reports, research academic papers, and the book from Index Creative Village (Thailand), the researcher summarized the key strategies for organizing a Hybrid Event for Effective Engagement during the Covid-19 Pandemic. The findings revealed the following: The first step was to define clear objectives and identify the target audience. Understanding the event's goals helped shape the content, format, and engagement strategies (Kanjapokin, 2019). Conducting surveys and market research allowed for a better understanding of attendee preferences and expectations.

For engaging remote attendees (Andrew L. Kun, 2023), ensuring a seamless virtual experience was crucial. Investing in reliable and user-friendly virtual event platforms that offered live streaming, chat functions, virtual networking opportunities, and interactive elements helped enhance engagement. Attendees were provided with clear instructions on how to access the virtual platform and participate in sessions.

About in-person attendees were prioritized for safety and comfort. Adherence to local health guidelines, social distancing, mask mandates, and frequent sanitization were implemented. Engaging on-site experiences, interactive exhibits, live demonstrations, and networking activities were provided to add value to the in-person experience (Casey M. Silver, Rachel H. Joun, Melanie S. Morris, 2022).

Moreover, the event's agenda was designed with a mix of hybrid session formats to cater to both virtual and in-person attendees. Keynotes and panel discussions were live-streamed for virtual audiences, while breakout sessions and workshops were available for both in-person and virtual attendance. Interactive elements like Q&A sessions, polls, and surveys encouraged audience participation (Hideaki Yahata, Kiyoko Kato, Mototsugu Shimokawa, Keiko Kawamura, Nobuyuki Shimono, Kei Kawana, Aikou Okamoto, Daisuke Aoki, Tadashi Kimura, 2023).

Utilizing digital marketing channels, such as social media, email campaigns, and online advertisements, amplified the event's reach and participation. Insights from industry reports and academic research were used to target specific audience segments effectively (Meryem BOUFIM, Hafid BARKA, 2021).

Fostering connections between attendees, speakers, and sponsors was a crucial aspect of effective engagement (Simons, 2019). Dedicated networking sessions and AI-powered matchmaking tools facilitated meaningful connections. Speakers and sponsors engaged with attendees through Q&A sessions, virtual booths, and one-on-one meetings. Lastly, the post-event follow-up was provided to maintain momentum and capitalize on the connections made during the event. Session recordings and presentation materials were shared with attendees for accessibility and review. A content hub or online archive was created for extended access to event resources.

In conclusion, this research underscores the significance of organizing hybrid events as a powerful approach to facilitate effective engagement during the Covid-19 pandemic. Combining primary data and secondary data from the above, the study highlights the crucial elements involved in orchestrating successful hybrid events, emphasizing the importance of meticulous planning and thoughtful consideration for both in-person and virtual audiences (BROERSMA, 2019). Organizing a hybrid event for effective engagement during the Covid-19 pandemic involved careful planning and consideration for both in-person and virtual audiences. By setting clear objectives, creating seamless experiences, offering engaging content and networking opportunities, and ensuring post-event accessibility, organizers created a dynamic and memorable event that catered to attendees' preferences and safety concerns. Embracing hybrid strategies became a standard practice to ensure broad participation and impactful engagement as the events industry continued to evolve (Prof. Dr. Ghada Aly Hammoud, 2022).

Conclusion and future Research

In recent years, hybrid event marketing strategies have been gaining traction in the event industry (Kanjapokin, 2019). By blending in-person and virtual experiences, these events have addressed the changing landscape of events due to technological advancements, cost considerations, and the need to cater to diverse audiences. As the researcher look to the future, it is clear that hybrid events will continue to evolve, incorporating cutting-edge technology, personalization, sustainability, and more. In this article, the researcher will explore the potential developments in hybrid event marketing strategies and their implications for the industry.

Firstly, Technology integration in hybrid events is advancing rapidly. Virtual platforms are becoming more sophisticated, offering immersive experiences like 3D environments and VR (Pawan Lapborisuth, Sharath Koorathota, Qi Wang, Paul Sajda, 2022). Networking features are also improving, with AI matchmaking and personalized suggestions connecting attendees globally (Woyo Erisher, Costantine Nyamandi, 2022). Event organizers are investing in tech for seamless interaction between physical and virtual participants.

Secondly, about the hybrid events specialists, as the demand for hybrid events grows, specialized event agencies or teams may emerge, focusing solely on planning and executing hybrid events. These specialists will possess expertise in seamlessly blending in-person and virtual elements, managing virtual platforms, and curating engaging content for remote audiences. Their skills and insights will be invaluable in creating unique, successful hybrid events that cater to the needs of a diverse audience (Rakhman Priyatmoko, Tatang Rusata, Priya Falaha Muttaqien, Muhammad Iqbal, 2022).

Thirdly, the researcher proposed that the data collected from hybrid events offer a goldmine of information about attendee preferences, behaviors, and interests. Organizers will harness this data to create personalized experiences for both physical and virtual participants. By tailoring content and recommendations to individual preferences, events can enhance engagement and satisfaction. For instance, an AI-driven content recommendation system could suggest relevant sessions to virtual attendees based on their previous interactions and preferences, increasing their overall event value.

Importantly, one of the most significant advantages of hybrid events is their ability to transcend geographical boundaries, providing access to a global audience

(Nilsson, 2020). In the future, event organizers will actively target international attendees and craft content that appeals to diverse, multicultural audiences. Localization and translation services will play a crucial role in making the event content accessible to a wider demographic, further enhancing the event's inclusivity and impact.

In conclusion, Hybrid event marketing strategies, guided by technological advancements, personalization, sustainability, and global access (Nilsson, 2020), are poised to revolutionize the event industry. The integration of physical and virtual experiences will lead event planning, fostering engaging and inclusive environments. Data-driven insights will drive personalized experiences, enhancing participant value. Event organizers must adapt to these changes to shape a seamless and sustainable future for hybrid events.

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